

DD/A Registry

78-0078

22 December 1977

MEMORANDUM FOR: DDA Exchange Senior EditorsX1A FROM : [REDACTED]
Managing EditorSUBJECT : October Issue Readership Telephone Survey
of Metropolitan Area DDA Careerists
GS-09's and Below (21-25 November 1977)

REFERENCE : Memo dtd 12 August 1977, same subject

1..(U) As mentioned in the reference, we have taken a follow-on readership survey concerning the October issue. The same random sampling techniques were used, i.e., prorated names from an alphabetic listing of all subject careerists to total about 50 inquiries. The number of individuals polled for each office generally differs substantially in size from the population polled in the August survey. Thus, a direct comparison by office is somewhat risky. Nevertheless, the overall results which are statistically more reliable for comparison do show that we are reaching a significantly larger audience now than before. In August 46 percent said they had never seen DDA Exchange. In December the percentage was reduced to 31 percent. We commend all concerned for their efforts in achieving this improvement.

X1A 2. (C) We still have a long way to go to achieve a 100 percent readership and welcome any suggestions you may have for improving circulation of the magazine. Please call X1A [REDACTED] on ext [REDACTED] with any suggestions or questions concerning either circulation or the survey.

[REDACTED]

25X1

Attachments:

1. Oct/July DDA Exchange
Readership Summary
2. Office Summary
3. Office Worksheet

E2 IMPDET
CL BY 000288

SUBJECT: October Issue Readership Telephone Survey
of Metropolitan Area DDA Careerists
GS-09's and Below (21-25 November 1977)

Distribution:

- 1 - Ea DDA Exchange Senior Editor w/atts
- 1 - DDA/MAS Subj File w/atts
- 1 - DDA/MAS Chrono w/o atts

X1A

ORIG:DDA/MAS: [REDACTED] il:ext [REDACTED] (21 Dec 77)

DDA EXCHANGE
READERSHIP SURVEY GS-09'S AND BELOW
TOTAL DDA SUMMARY*

			<u>OCT</u>	<u>(JUL)</u>
NUMBER POLLED			49	(41)
# WHO HAVE SEEN OCTOBER ISSUE				
22	(16)	=	44.9%	(36.6)
# WHO USUALLY SEE THE PUBLICATION				
31	(21)	=	63.3%	(51.2)
# WHO HAVE NEVER SEEN <u>DDA EXCHANGE</u>				
15	(19)	=	30.6%	(46.3)

*Figures in parentheses are results of the July readership survey and are shown for comparison

DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

5 DEC 1977

OFFICE: Office of Communications - Summary

NO. OF COPIES DISTRIBUTED: 80

POLLED - 7

WHO HAVE SEEN OCTOBER ISSUE

4

=

57.1%

WHO USUALLY SEE THE PUBLICATION

3

=

42.9%

WHO HAVE NEVER SEEN DDA EXCHANGE

3

=

42.9%

CONFIDENTIAL

DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

8 DEC 1977

OFFICE: Office of Data Processing - Summary

NO. OF COPIES DISTRIBUTED: 65

POLLED -- 9

WHO HAVE SEEN OCTOBER ISSUE

3

=

33.3%

WHO USUALLY SEE THE PUBLICATION

5

=

55.6%

WHO HAVE NEVER SEEN DDA EXCHANGE

4

=

44.4%

CONFIDENTIAL

~~CONFIDENTIAL~~
DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

5 DEC 1977

OFFICE: Office of Finance - Summary

NO. OF COPIES DISTRIBUTED: 40

POLLED - 3

WHO HAVE SEEN OCTOBER ISSUE

2

=

66.7%

WHO USUALLY SEE THE PUBLICATION

2

=

66.7%

WHO HAVE NEVER SEEN DDA EXCHANGE

1

=

33.3%

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

Attachment 2

DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

5 DEC 1977

OFFICE: Office of Logistics - Summary

NO. OF COPIES DISTRIBUTED: 68

POLLED - 9

WHO HAVE SEEN OCTOBER ISSUE

3

=

33.3%

WHO USUALLY SEE THE PUBLICATION

5

=

55.6%

WHO HAVE NEVER SEEN DDA EXCHANGE

3

=

33.3%

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

5 DEC 1977

OFFICE: Office of Medical Services - Summary

NO. OF COPIES DISTRIBUTED: 30

POLLED - 3

WHO HAVE SEEN OCTOBER ISSUE

3

=

100%

WHO USUALLY SEE THE PUBLICATION

3

=

100%

WHO HAVE NEVER SEEN DDA EXCHANGE

0

~~CONFIDENTIAL~~

DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

3 DEC 1977

OFFICE: Office of Personnel - Summary

NO. OF COPIES DISTRIBUTED: 70

POLLED - 6

WHO HAVE SEEN OCTOBER ISSUE

6 = 100%

WHO USUALLY SEE THE PUBLICATION

6 = 100%

WHO HAVE NEVER SEEN DDA EXCHANGE

0

DDA EXCHANGE

READERSHIP SURVEY GS-C9'S AND BELOW

3 DEC 1977

OFFICE: Office of Security - Summary

NO. OF COPIES DISTRIBUTED: 57

POLLED -- 4

WHO HAVE SEEN OCTOBER ISSUE

1

=

25%

WHO USUALLY SEE THE PUBLICATION

2

=

50%

WHO HAVE NEVER SEEN DDA EXCHANGE

2

=

50%

DDA EXCHANGE

READERSHIP SURVEY GS-09'S AND BELOW

OFFICE: Office of Training - Summary

NO. OF COPIES DISTRIBUTED: 65

POLLED - 3

WHO HAVE SEEN OCTOBER ISSUE

2

=

66.7%

WHO USUALLY SEE THE PUBLICATION

1

=

33.3%

WHO HAVE NEVER SEEN DDA EXCHANGE

1

=

33.3%

25X1A

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SECRET

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

OCTOBER ISSUE READERSHIP SURVEY RESULTS

FROM:

C/DDA/MAS
7C18 HQS

EXTENSION

NO.

DATE

6 January 1978

STATOTHR

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

DDA/EXO

1/6/78

3

For 4:

Mike:

2.

Mr. Fitzwater

1-9-78

2

1. Attached is a summary of a readership telephone survey conducted for the October issue by DDA Exchange. You will note we are showing some improvement over the July statistics (shown in parentheses).

3.

4.

A/DDA (Hold)

1-9-78

4

2. In connection with DDA Exchange, we plan to have a Senior Editors' meeting at 1330 on 7 February in the DDA conference room; we would appreciate it if you could take a moment of your time to commend "the troops" on their fine efforts and encourage them to keep up the good work.

5.

6.

C/MAS

OK
→

7.

8.

9.

10.

11.

12.

13.

14.

15.